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PLAYERS LIGHTS 25's

5 free per pack!

What a catch!

50 free per carton!

Kings
& 100's
Regular and
Menthol

MW's suggested pricing based on full-price brands.
Kings: 10 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.



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MIKE CAUFIELD, DAVE KLAPROTH